



# Hardi Haryono

## Senior Multimedia Designer

Experienced Multimedia Designer with over 4 years of creative expertise in delivering visually compelling content. I'm a self-motivated professional with a passion for turning ideas into reality. With a strong foundation in multimedia, marketing acumen, and a strategic business mindset, I deliver exceptional results.

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## SKILLS

- Marketing Strategic
- Digital Marketing: Paid Ads (Meta Ads and Google Ads)
- Analytic and Tracking: Google Analytic
- Social Media Management
- Market Research
- Public Relation
- Search Engine Optimisation
- WordPress
- Web Design
- Creative Work
- Photography
- Videography
- Visual Editing
- Motion Design
- Branding

## WORK EXPERIENCE

### Senior Multimedia Designer

#### PT. Riza Kreasi Naturalindo (BHUMI)

05/2021 - Present Jakarta, Indonesia  
Since 2017, PT Riza Kreasi Naturalindo created a beautiful story named BHUMI. Build with passion to open a new page of natural skincare.  
Tasks/Achievements

- Collaborated with creative teams to develop consistent composition guidelines, contributing to an improvement in brand consistency across all visual content.
- Utilized professional lighting equipment to enhance visual quality, contributing to an improvement in overall image clarity.
- Captured 50+ high-quality images per month and utilized advanced editing techniques to enhance image aesthetics.
- Collaborated with production teams to streamline equipment setup.
- Generated post-production techniques that elevated video quality, leading to a 300% rise in viewer engagement across all content.
- Create motion sequences compatible with multiple platforms.
- Crafted detailed, creative text prompts to guide AI models.
- Altering images by removing or adding elements, changing backgrounds, retouching imperfections, and adjusting colors and lighting.

### Account Executive

#### PT. Zona Industri Ekstraktif (ZONECOCO)

01/2022 - Present - Part Time Bandung, Indonesia  
ZONECOCO is a leading supplier of agricultural and commodity products based in Indonesia.  
Tasks/Achievements

- Successfully executed A/B tests on email campaigns, leading to a 20% higher click-through rate compared to the previous approach.
- Managing B2B and trade.
- Logistic and supply chain management.
- Conducted thorough market research, leading to a 25% increase in conversion rates by aligning product offerings with customer preferences.
- Cultivated and maintained relationships with 50+ key external partners, achieving to decrease in material costs.
- Conducted SEO audits and orchestrated improvements leading to a 20% increase in conversions from organic search traffic.

### Director of Photography and Business Operational

#### Creative Agency (Disisi Creative)

01/2019 - 07/2020 Bandung, Indonesia  
Disisi Creative is a creative agency based in Bandung.  
Tasks/Achievements

- Overseeing and managing the daily operations of a business. Ensuring efficient and effective business processes, implementing strategies to improve productivity, quality, and profitability.
- Translated market research insights into actionable marketing strategies that fostered a 15% increase in lead generation.
- Rebranding 24production to Disisi Creative (Brand Guidelines & Retouch Logo).
- Implemented lighting adjustments that enriched visual quality.
- Developed creative camera framing techniques that enriched scene aesthetic.
- Improved the efficiency of post-production workflows that reduced editing time by 50%, allowing for faster content delivery without compromising quality.

## PERSONAL PROJECTS

### Astra Daihatsu (09/2024 - 02/2025)

- Spearheaded digital marketing strategies to enhance brand visibility, engagement, and lead generation across social media and digital platforms.
- Created and managed company social media accounts (Instagram, Facebook, and TikTok), ensuring consistent branding and audience growth.
- Developed high-quality, engaging content (graphics, motion, and copy) tailored to target audiences.
- Designed and executed data-driven digital marketing campaigns (paid ads).
- Led a cross-functional marketing team, delegating tasks, mentoring members, and aligning campaigns with business objectives.
- Monitored KPIs (ROI, CTR, impressions) using analytics tools (Google Analytics, Meta Ads Manager, and Metricool) to optimize performance and report insights.

### Walet Goods Store (09/2024 - 02/2025)

- Developed and executed digital marketing strategies to drive brand awareness, customer engagement, and sales for spunbond (B2B).
- Managed social media accounts (Instagram and Facebook) to showcase products, share promotions, and engage with wholesale clients.
- Created visually compelling content (product photos, videos, reels, infographics) highlighting bag features, customization options, and sustainability benefits.
- Launched targeted digital ad campaigns (Meta Ads) to generate leads and boost conversions.
- Optimized e-commerce platforms (Shopee and Tokopedia) with SEO-driven product descriptions and promotions.
- Led a small marketing team, coordinating content calendars, delegating tasks (photography, copywriting), and ensuring consistent branding.
- Analyzed campaign performance (ROAS, engagement rates, sales data) to refine strategies and report insights.

### Dapur Ci Hanna (09/2024 - 02/2025)

- Developed and executed digital marketing strategies to increase brand awareness, customer engagement, and sales for Pempek and traditional Palembang Food products.
- Seamlessly integrates content into various platforms such as Traveloka website, social media campaigns, megatron displays, and meta advertisements.
- Managed social media platforms (Instagram, Facebook, and TikTok) to showcase products, and promotions content.
- Created appetizing content (food photography, reels, tutorials, customer testimonials) to highlight product quality, freshness and unique selling points (homemade and authentic recipes).
- Ran targeted ad campaigns (Facebook and Instagram Ads) to reach local customers.
- Monitored customer reviews and engagement, responding to inquiries and feedback to build brand loyalty.

### Traveloka (08/2021 - 03/2023)

- Designed motion graphics for digital marketing campaigns and a 30% improvement in click-to-open rates.
- Seamlessly integrates content into various platforms such as Traveloka website, social media campaigns, megatron displays, and meta advertisements.

### Orchid Forest (12/2019 - 01/2020)

- Developed a unique visual identity for a campaign. Contributing to a 25% increase visitors in 3 months.
- Shot moment at festival events.
- Applied color grading and correction methods resulting in a 15% increase in visual quality and viewer engagement.

### Sukma Film (2019)

- Applied lighting techniques and equipment, contributing to a 25% reduction in post-production editing time.
- Become the most favorite short film at Telkom University.

### Patarema Festival (2019)

- Successfully organized and developed a motion opening festival that attracted 1,000 attendees.

## VOLUNTEER EXPERIENCE

### Documenter and Teacher

#### 1000 Guru Jakarta

12/2022 Jakarta, Indonesia  
1000 GURU is a foundation and social community that operates in the field of education since 2012.  
Tasks/Achievements

- Volunteer to teach the children at SDN 03 Cigemblong, Desa Cigemblong, Kab. Lebak, Banten.

## EDUCATION

### Bachelor of Visual Communication Design | Telkom University

#### Major in Multimedia - GPA 3,48 (Out of 4,00)

08/2015 - 07/2019

## CERTIFICATES

### Bootcamp Digital Marketing | Purwadhika (03/2025)

- Technical Competency Full Stack Digital Marketing.
- Technical Competency SEO Specialist.
- Technical Competency Social Media Specialist.
- Technical Competency Performance-Based Ads.

### CMO Foundations Measuring Marketing Effectiveness ROI (04/2025)

- Understand the significance of marketing as a key investment for business success.
- Develop skills to make real-time adjustments to marketing strategies based on performance data.
- Identify the most important marketing metrics to track for effective measurement.
- Discover how to measure key factors that contribute to overall development and effectiveness as a CMO.

### Marketing Strategy Competitive Intelligence (04/2025)

- Identify the most important elements to include in a competitor profile and competitor research analysis.
- Recognize and address common challenges when researching your own strengths and weaknesses.
- Build your advantage by understanding your competitor's strategies.
- Drive growth and inform your future goals by utilizing the key parts of the SOAR framework.
- Leverage cutting-edge AI tools to help overcome competitive intelligence challenges.

### Strategic Thinking (04/2025)

- Importance of Strategic Thinking
- Setting the Stage for Strategic Thinking
- Developing Strategic Thinking Skills
- Applying Strategic Thinking in Teams
- Measuring Success
- Making Strategic Thinking a Habit
- Strategic Thinking for Career Growth

### Business Development: Strategic Planning (03/2025)

- The purpose and power of strategic planning.
- Foundational skills and team-building.
- Vision and goal-setting.
- Implementation and progress assessment.
- Avoiding common mistakes.

### Executive Leadership (03/2025)

- Develop the key disciplines for successful executive leadership in the face of intense competition, rapid change, and uncertainty.
- Demonstrate the courage to make clear and decisive decisions in the face of pressure, complexity, and ambiguity.
- Apply the "past, present, future" method to align individuals, teams, or organizations towards a common goal, even in times of hardship or disagreement.

### Advanced Branding (01/2025)

- Explain the definition of a brand.
- Describe the purpose of a brand.
- Identify the purpose of a brand strategy.
- Summarize the steps for creating a vision statement.
- Determine the purpose of a touchpoint.
- Distinguish between two types of brand detractors.
- Recall the elements necessary for achieving high brand equity.

### Managing Brand Reputation (01/2025)

- Identify two tools businesses should use to help manage their brand reputation.
- Recognize the most effective strategy to use when faced with criticism.
- List the steps to follow when a problem or negative criticism arises.
- Recall best practices to use when interviewing a potential consultant to help with reputation management.

### Google Ads Search (11/2024)

- Translate a vision for online marketing into a coherent digital marketing strategy.
- Develop a Google Search strategy with wider company marketing plans.
- Generate a plan to increase leads, sales or web traffic using Google Ads.
- Ensure your Search marketing plan is aligned with your digital marketing budget.

### Google Analytics (11/2024)

- Setup a Google Analytics 4 property for a website or an app
- Collect the data you need for your business and use the various reporting tools and features
- Recognize key measurement features that can show the effectiveness of your online marketing efforts

### Social Media II | HubSpot Academy (11/2024)

- Advanced Social Media Strategies
- Social Media Advertising in a Cookieless World
- Social Media Community- Led Growth
- Improving Your Social Storytelling
- From Likes to Sales: Social Commerce
- Transforming Your Social Strategy With Short-Form Video

### Social Media | HubSpot Academy (11/2024)

- Developing a Social Media Strategy
- Social Media Listening and Monitoring
- Building a Content Strategy for Social Media
- List the steps to follow when a problem or negative criticism arises.
- Social Media Calendar Template Tutorial
- Extending Your Reach on Social Media
- Using Social Media to Build One-to-One Relationships
- Introduction to Social Media Advertising
- Measuring Your Social Return on Investment
- Essentials for Continued Success with Social Media

### SEO Fundamentals Course with Greg Gifford (11/2024)

SEO basics with this fantastic course from everyone's favourite expert, Greg Gifford, covering topics including on-page signals, technical SEO, SEO for mobile and more.

### Intro to Data Analytics | Revou (06/2024)

Unlock the Power of Data Analysis with Revou Comprehensive 2-Week Course for Free!

### Google Digital Garage (04/2023)

The Fundamentals of Digital Marketing

## LANGUAGES

English Professional Working Proficiency Indonesian Native or Bilingual Proficiency

## PORTFOLIO

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